

**THE  
MACARONI  
JOURNAL**

**Volume XXIV  
Number 5**

**September, 1942**



SEPTEMBER, 1942

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *More Production*

Currently the War Production Board is encouraging "The War Production Drive," a voluntary effort whose success is up to the men and women, labor and management in the plants that produce war essentials.

As FOOD is a war essential, the Macaroni-Noodle Manufacturers can be depended upon to do their part in making the drive a success.

"... we have not yet won our battle of production; but I honestly believe that we have passed the turning point. During the next year or so we are going to work harder, sweat harder than ever before in our lives. But we can see ourselves working toward victory. . . ."

*Donald M. Nelson*  
Chairman  
War Production Board.

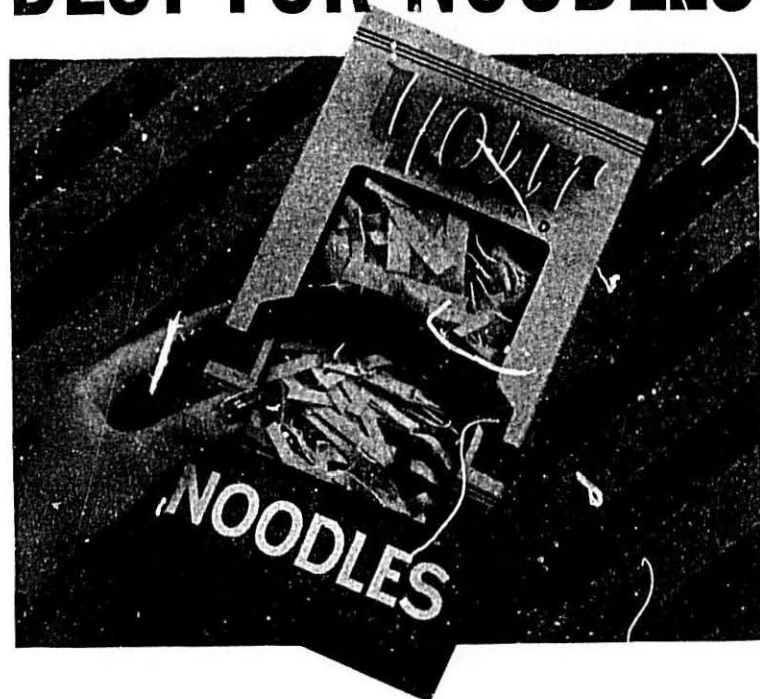
Office: Organ  
National Macaroni Manufacturers Association  
Evanston, Illinois

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VOLUME XXIV  
NUMBER 5



# BEST FOR NOODLES



*The window carton*

**Because**—window cartons are fast packing—whether by hand or automatic equipment, with spoilage and jam-ups reduced to a minimum:

- sturdy window cartons prevent breakage in transit, handling and selling.
- window cartons lend themselves to distinctive design and brand name prominence, enabling you to set your brand above and apart from inferior brands at point-of-purchase.
- window cartons are ideal for mass display and pyramiding—show the goodness of your product—carry plenty of panel space in which to cross-advertise your other products and feature recipes and other consumer good-will copy.
- window cartons can be tailored to your product by Rossotti, whose superior workmanship and service are traditional. Accept our invitation to show you how we can create a sparkling new package for you, or modernize your old one. The analysis and recommendations of our Design Staff do not obligate you in any way. Write Rossotti today.

Rossotti Lithographing Co., Inc., North Bergen, New Jersey

BRANCH PLANT  
SAN FRANCISCO  
CALIFORNIA

## Rossotti

BOSTON · CHICAGO  
PITTSBURGH  
LOS ANGELES

## Timely Recommendation by Industry Executive

Careful Plant Supervision, Studied Market Promotion, Plus  
Sensible Distribution Will Insure Profitable Operation

Since we are at war, price regulations, priorities and restrictions may be expected to affect profits. Total war means sacrifice and increased service. No one should grow rich at the expense of a national calamity.

To endure and to best serve our country, business must be done at a profit, but even the most reasonable profit is difficult in the macaroni-noodle business under present conditions. For instance—

- 1—Current OPA ceilings on our finished products are a hardship since prices on raw materials, wages, etc. are unrestricted.
- 2—Frozen egg prices have increased alarmingly over those that prevailed in May and June 1941 when manufacturers contracted for their year's need and established their March 1942 price ceilings.
- 3—Wages have greatly increased since the ceiling price went into effect with every possibility that they will go higher as competition becomes more acute due to the draft, enlistments and the ever increasing demands by war industries that normally can pay increasing wages without end.
- 4—Efficient labor is hard to hire for short periods to fill regular orders and the payment of overtime wages is practically out of the question under present price ceilings—entirely unpardonable in inventory-building.

So, it behooves each manufacturer to build and maintain an organization that can turn out a steady weekly production, and by not loading customers the regular weekly production becomes a steady schedule of production for the whole year, selling each customer just what he needs, and no more.

That is the thinking of all business leaders and timely suggestions are contained in the letter reproduced below—a message from President C. W. Wolfe of the National Macaroni Manufacturers Association, not exclusively to his fellow members, but to the Industry at large.

Harrisburg, Pa. August 21, 1942

M. J. Donna, Secretary  
National Macaroni Mfrs. Assn.  
Braidwood, Illinois

Dear Mr. Donna:

Personally I feel that the Macaroni and Noodle Industry has an opportunity facing them which it is hard for each manufacturer to realize. If, as a component group, they will regulate their actions, and not build up stocks of jobbers too much during September and October, they will realize a steady flow of business straight through to the end of this year and all during next year without the usual peaks and valleys they normally have.

My personal opinion is that they should refrain from trying to build stocks and thus keep their products from pressing on the market. Then, if we include some timely products promotion and sensible, needed consumer education, we will cause our stocks to flow steadily from factory through distributor to consumer in a way that will benefit us all.

Right now manufacturers have the opportunity they have always dreamed of and the only way they can

sustain the opportunity and have a straight run of business is to take their orders from customers on a delivery basis over a period of time, giving no customer more goods than he can use during any given period.

Macaroni, spaghetti and egg noodles are going to get on the American table more often than any time in the past—and if the manufacturer will keep the quality right, do a little products promotion and consumer education work and not let the public down—they will find consumption on the increase for the duration. And if the public is treated right they will get habits of eating and using our products that will not be easily broken when the war is over.

I think that you understand my sentiments and I believe they should be brought to the attention of all manufacturers at this time to help them in their approach to the problems ahead. However you care to handle this is O.K. with me.

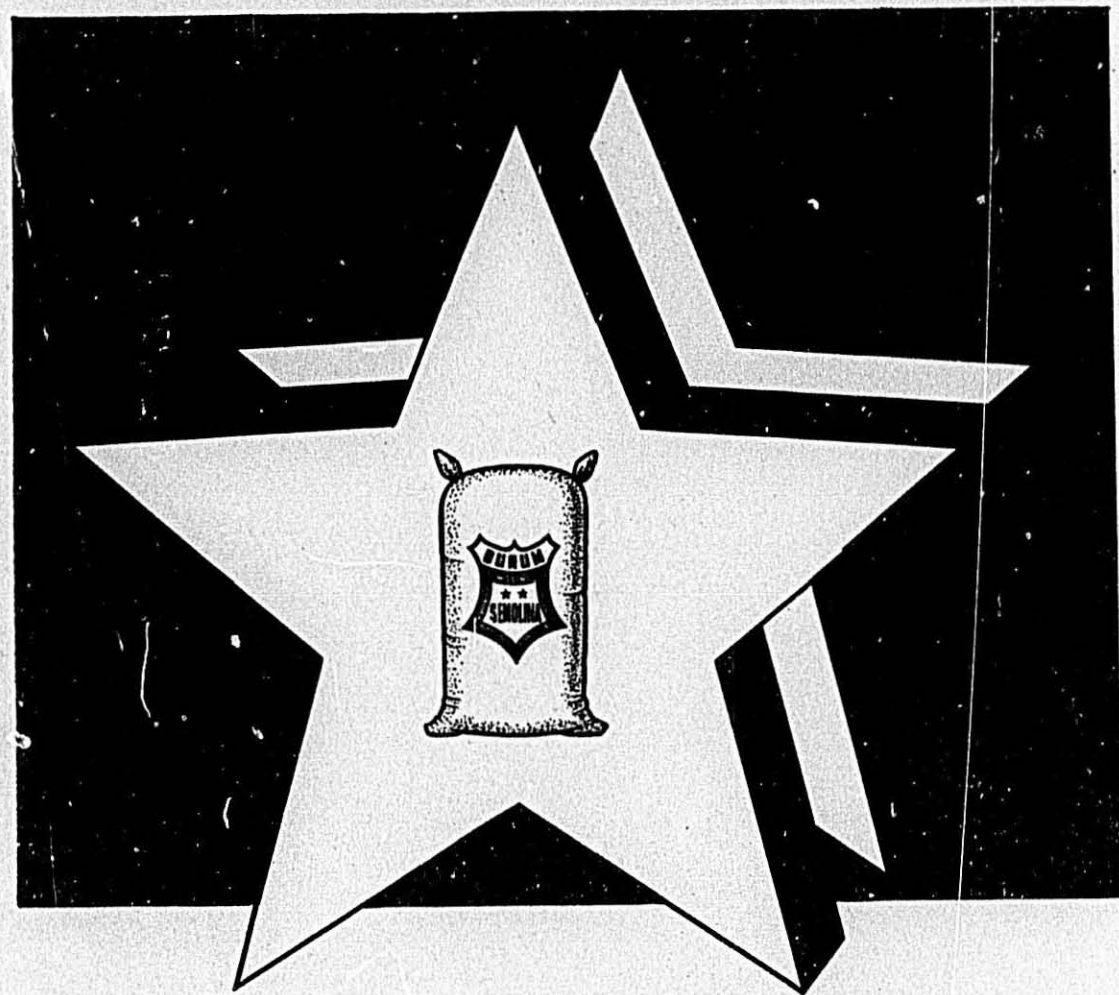
Sincerely,  
C. W. WOLFE, President  
National Macaroni Manufacturers Association

Macaroni-noodle manufacturers, like all other American businessmen, are busier today than they have ever been—busy planning and producing and distributing. They have no time for non-essentials. Every hour, every minute they must be productively employed if their business is to keep pace with changing conditions, if they are to help as they should in the war effort.

Briefly, President Wolfe outlines a sensible program of quality production, economic distribution and needed consumer education that every operator should adopt as his business policy for the duration, at least.

DONT { Overload the Buyer  
Lower the Quality  
Overlook Product's Publicity





The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

# The MACARONI JOURNAL

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## Two Industry "MUSTS"

The Macaroni-Noodle Industry is but a small segment of American Business, and like it must undergo radical changes in policies and practices in this Total War that we have been forced to undertake in self protection. Of course, we all understand that in a Total War such as the one in which we are now engaged, business—manufacturing—competition, as we formerly knew them, are gone for the duration, at least.

Signs are not lacking. Orders and decrees are pouring out of the nation's capital from a score of Boards and Bureaus every day. They restrict this, stop that and ration the other . . . all telling us what to do, how and when and why. They are studied orders, based on what our leaders believe best for the general good under war conditions.

It is made apparent to all that henceforth business will not be as usual but as ordered. In this Total War, the macaroni-noodle makers will be expected to do their part, and they will do it, individually and collectively, recognizing the fact that so doing may involve going through if not to hell.

"War is hell," said General Sherman . . . a statement which will be more and more appreciated as the present war progresses . . . a real hell for those on the firing line, and a heck of a lot of worry, anxiety and uncertainty for those on the home front.

So, there must be changes in business, willingly or otherwise. The easy ways of former days must give way to the hard ones of war. It will be better by far for macaroni-noodle manufacturers to adapt themselves voluntarily to changing conditions, wherever possible, than to await compulsion at the hands of those whose duty it is to regulate business and to gear all industries into the nation's all-out war effort.

Looking at the present situation and opportunities, first as a manufacturer actually engaged in the production and sale of macaroni products, and secondly as the chief of the Industry's national trade association charged with preserving the rights and promoting the interests of those who compose the organization, President C. W. Wolfe makes some timely and pertinent suggestions in an open letter to the trade. (See Page 3 of this issue).

He emphasizes the current needs and long-pull requirements that are among the indispensable "musts." His first recommendation concerns the quality of the products being offered fighters and civilians. Millions are now in the armed service of our country. They are of an age when new eating habits will be formed, because they must learn to eat foods that are prepared for them rather than those they might choose at a hotel or in their own homes. Since no other national is as choosy in the mat-

ter of food as is the American soldier, sailor, flyer and marine, he will emerge from the war with some definite food likes and dislikes.

Therefore, it seems more imperative that the macaroni-noodle makers concerned in supplying the armed services see to it that only good quality macaroni, spaghetti and egg noodles are furnished under any contract. So much depends on the fighter's liking for the food he is forced to eat while in the service, as to how he will re-act toward it when he is again at liberty after the war to choose his eats. Serve him macaroni products in a way that he will relish and you will have won a life-long consumer.

Of primary interest to those who supply consumers on the home front, is President Wolfe's suggestion that it seems more than foolish under present conditions to overload the trade. Everyone will be better off—the manufacturer, the distributor and even the consumer—if the trade will definitely refrain from "crowding the market."

Of equal importance from the long-pull angle is the suggestion that in this habit-forming era, those on the home front should not be overlooked, either. So the matter of quality—and the best is none too good for Americans—should never be sacrificed, under any circumstances, whether the destination of the products be the war or the home front. With many foods becoming daily more scarce or very expensive, this would seem to set the stage for a concerted drive to win new and greater users of macaroni products if the manufacturers will do their part in products promotion and consumer education.

There is a welcomed opportunity for brand advertising. Firms that regularly advertise sense this possibility for increased sales and many of them are planning enlarged advertising schedules. On the side of products promotion through consumer education, that is conceded to be a collective rather than an individual job. The National Macaroni Institute is qualified and ready to assume this obligation when and if the publicity-minded manufacturers are ready to act. Doing a publicity job collectively is not only less expensive, but as effective as concentrated machine-gun fire.

If new eating habits are to result from this war-torn world, it would seem opportune to try to win new friends for macaroni products, by undertaking the two "Musts"—1, improving the general quality of the products offered fighters and civilians, and 2, by teaching the anxious consumers the true food facts about macaroni and the many ways in which any of the shapes may be served in tasty and nutritious combinations to suit all food desires.

We must keep up the quality, whatever happens, and we must do a teaching job when consumers are in such a friendly, receptive mood.



## Industry's Opportunity in Meat Rationing

The Country's Press Expects Promotional Campaign By Macaroni-Noodle Manufacturers.

Consumers Will Welcome Suggestions. Macaroni Institute

Ready to Serve.

"Opportunity Knocks For Entire Industry," says M. J. Donna, Managing Director of The National Macaroni Institute in an open letter to the trade Labor Day week when the newspapers of the country blazoned forth with headlines such as "Meat Ration In Nation To Start In Four Months," "To Ration Meat By January First."

The newspapers and magazines aware of the Government's wishes in the matter, justify the latter's intentions by explaining the need for the action. Sample statement:

"Meat rationing seems necessary because soldiers consume much more meat than do civilians. . . .

This puts an additional drain on the nation's meat supply . . . and, if a choice is to be made between feeding meat to the ARMY or to civilians, the ARMY and other fighting forces rightfully will get the preference.

"The Nation's housewives will find new ways to prepare meatless meals. MACARONI PRODUCTS and other meat substitutes will move into dinner-table prominence."

This natural movement into "table-prominence" by macaroni, spaghetti and egg noodles will be all the greater if those who stand to benefit most from that movement will do something to help it along—do it unitedly, determinedly and now, says the publicity director in appealing for a general fund to support united action to take advantage of the golden opportunity thus presented to the "opportunity-minded," the publicity-inclined manufacturers.

He very properly infers that if the Industry does the right thing now, and does it on the scale that it should be done, without burdening any one firm or group particularly, it will have a lasting effect on the eating habits of Americans now, and perhaps for years to come.

The National Macaroni Institute is ready to act—to help the Industry grasp this splendid opportunity—if the manufacturers and friendly allies will supply the small sum asked to finance so necessary a campaign. Almost insignificant contributions are asked for—a mere pittance to what other food manufacturers will spend and are spending to popularize competitive foods. A firm's contribution may be as small as \$15; none are asked for more than \$50—though larger sums would not be refused.

Manufacturers and others to whom the general appeal for contributions to a Products Promotion and Consumer Education Fund was sent and who have not yet sent in their check to provide the means of taking full advantage of the opportunity presented, and others who may not have received a copy of the appeal, should immediately proffer their help, making checks payable to The National Macaroni Institute, Braidwood, Illinois. All are assured that the total sum contributed will be expended in a way to bring lasting results in the way of consumer preference.

President Paul S. Willis of the Grocery Manufacturers of America, whose membership includes many of the leading macaroni-noodle manufacturers as well as all food-producing interests, in a release to the trade early this month states that the food industry welcomes the news that the so-called "red meats"—beef, pork, veal, lamb and mutton—are to be rationed, explaining the meat situation and rationing needs, in part as follows:

"Rationing in America does not necessarily mean scarcity, it simply means that the demands of all will be met in an orderly and equitable way out of our huge production.

"The food industry was not caught napping by the War. Long before December 7 drastic steps were taken to increase food production to keep pace with the trend of the times. As a result of this foresight and planning America will continue to be the best fed nation in the world.

"Although the production of meat will set a record for the country this year, reaching more than 24,000,000,000 pounds,

demand, including meats for the armed forces, for lease-lend and for a civilian population enjoying incomes which enable many to buy more meat frequently, will also reach a record figure.

"Demand is expected to be 27,000,000,000 pounds, leaving a 3,000,000,000-pound deficit, which is to be met by rationing.

"The limitation fixed for civilians affords an ample diet, and one comparable to the normal consumption in this country in the late Nineteen Thirties. The allowance works out to 130 pounds a year, compared with average consumption of 131 pounds for the ten years 1931 to 1940. It is about twelve pounds under the 142 pounds per capita reported for 1941.

"Contrasted with rationing in the other belligerent countries, the allowance here would be much greater. The British allow slightly more than one pound a week to civilians; Germany allows twelve and one-half ounces; the Dutch, nine ounces; the Belgians, five; and the Italians, three and one-half to four and one-half ounces a week.

"Against the record demand of 27,000,000,000 pounds, the supply situation is pictured as follows:

"For the year beginning July 1, 1942, meat production is expected to be about 15 per cent larger than for the year just past. Total meat production for this new year—which includes beef, veal, lamb, and mutton and pork—is expected to be more than 24,000,000,000 pounds. This compares with an average of 16,700,000,000 pounds for the ten years from 1931-1940, inclusive, and is 3,000,000,000 pounds in excess of the 20,000,000,000 pounds produced in the 1941-1942 marketing year.

"Thus, from the standpoint of production alone, we are entering a year when farmers will send to the markets the largest supply of meat ever produced in this country."

"Production of the four main classes of meat for the 1942-1943 marketing year is estimated as follows:

(By million pounds)

Year	Beef	Veal	Lamb-Mutton	Pork (excl. lard)
1942-43	9,200	1,100	1,000	12,300
1941-42	8,532	1,046	943	10,169
1931-40 av.	6,711	976	865	8,184

### National Safety Congress

October 27-29, 1942

The date and location of the 31st National Safety Congress and Exposition have been changed because the government has taken over for military purposes the Stevens and Congress Hotels in Chicago, where the

Congress originally was to have been held.

The 1942 Congress will be held October 27, 28, 29. It will be housed in three big Chicago hotels—the Sherman, the La Salle and the Morrison. Convention headquarters will be in the Sherman.

These changes will in no way affect the size, scope and importance of the Congress. There will be 200 sessions, with 500 program participants.



## The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all round ability* to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?" Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT  
**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

Central Division of General Mills, Inc. Offices: Chicago, Illinois





(—Courtesy The Northwestern Miller.)

### *Beautiful Farmerettes Help in Bountiful Harvest*

Throughout the northern plains states where durum growing is the important crop, the above scene, but slightly modified, was a common sight during the month of August when durum wheat growers harvested a bounteous crop of amber durum, thus assuring the macaroni makers with an ample supply of their basic raw material.

From the wheat farms many a young man has gone to war, but the crops which they helped to plant last spring were not permitted to go to waste. Into the breach sprang

the women—wives and sisters—somewhat selfishly perhaps, but with a patriotic aim, too, of saving good wheat for the good use to which it will be put in feeding the armies and their supporting civilians.

Also appreciative of the fine patriotic spirit depicted are the following durum millers whose task of supplying fine semolina and good farina and flour to their macaroni-noodle clients is simplified, and to whose honor this page is dedicated:

Amber Milling Company	King Midas Flour Mills
Capital Flour Mills Company	Minneapolis Milling Company
Commander Milling Company	No. Dakota Mill & Elevator
Crookston Milling Company	Pillsbury Flour Mills Company
Eastern Semolina Mills, Inc.	Washburn-Crosby Company
General Mills, Inc.	

"The Highest Priced Semolina in America  
and Worth All It Costs"

*The  
Golden  
Touch*

# King Midas Semolina

## Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

**KING MIDAS FLOUR MILLS**  
MINNEAPOLIS, MINNESOTA





# How Long Spaghetti?

## Should Length Be Reduced or Normal Eating Habits Changed?

Here is a question that interests everybody, manufacturer and consumer alike. From the possibility of increasing its popularity as a food to be eaten more frequently by Americans, just how long should the strands of spaghetti be made?

Meeting informally during the "war conference" sponsored by the National Food Distributors Association in Chicago in August, 1942, three individuals well known to the macaroni-noodle trade entered into quite a lively though informal discussion of the matter that seems to be growing in importance—How Long Spaghetti?

The scene was the reception room of the Charles Rossotti suite at the Sherman Hotel, Chicago. It was late afternoon and everyone was seeking relief from the 93 degrees of humidity in which the whole city sweltered. It was a three-way discussion, with Association Director Albert Ravarino of the Mound City Macaroni Co., St. Louis, Mo., representing the manufacturers interested in preserving eating tradition as far as possible; Managing Director, M. J. Donna of The National Macaroni Institute, counsel for the industry at large; Charles C. Rossotti of Rossotti Lithographing Co., North Bergen, N. J., spokesman for suppliers' packaging needs, and a small group of distributors who acted as jurors.

The crux of the discussion was the question—"How long will long spaghetti and other long macaroni products continue their present long lengths, and why?"

The whole thing was brought about innocently by a series of four line pictures used as the background for the exhibit of The National Macaroni Institute which proved to be quite an attraction in the large exhibit of foods, food packaging, etc., sponsored by the Food Distributors as part of a very successful conference.

The Institute's exhibit was built around a group of four large, blow-up photographs of a beautiful young lady demonstrating the approved technique of eating long spaghetti. In the series of pictures, the young lady shows how to make an apparent difficult task a very easy one. She takes just a few strands of the prepared spaghetti on the tines of her fork, and using the spoon as an aid, she twines the

strands on her fork by turning the fork in the bowl of the spoon until the strands are wound into a neat ball of dainty, luscious and delicious spaghetti that can be placed into the mouth without dripping or splashing.

Many stopped to view the exhibit, some to admire the beautiful lady, others to study the eating technique demonstrated. Along came a reporter, a lady who has long "done" the Chicago conventions for a leading New York newspaper. After studying the pictures, she remarked to manager Donna with considerable definiteness—"Who wants to master the eating of the long strands of spaghetti, anyway? I eat spaghetti regularly and I get all the nourishment, all the eating satisfaction and pleasure out of this food by cutting the long strands with my fork, and eating it with no resultant damage to either my clothes, the table linen or my make-up."

Remarks of this nature were not new to the exhibit manager, who for years has been in touch with the country's leading food authorities, so he innocently started the whirlwind by making the prediction that because of consumer demands there will be a gradual decrease in the quantity of long spaghetti eaten by Americans and an increasing quantity of shorter cuts eaten, becoming most noticeable by 1945. He based this prediction, not on his thinking nor that of any group of manufacturers, but on consumer preference and the views of unprejudiced food authorities.

Speaking for the group of manufacturers that cater to the really heavy consumers of long macaroni and spaghetti, Director Albert Ravarino deplored the interpreted trend, and felt that the change away from the elongated strands would be rather slow, if at all, reasoning that it would not be to the best interests of the industry to rob this fine food of the romance that surrounds its manufacture, its cooking and eating. "What American housewife is not envious of the cooking skill of the woman who is trained in the proper preparation of almost endless tasty and appetizing dishes of macaroni, spaghetti and egg noodles . . . whose one ambition is to be able to concoct a similar tasty combination . . . and to develop in her home the accepted way of the 'rolling-your-own' technique?"

"It would be almost sacrilegious," reasons this

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connoisseur, "to discard an eating technique brought down through the ages by a people who really know their macaroni . . . a people who for centuries have appreciated its food value and who have built about its production and consumption a romance that is intriguing, to say the least. We have short cut spaghetti and elbow macaroni for those who prefer short lengths but let us never overlook the picturesqueness of the adept who has mastered the easily learned technique that adds 'color' to the eating of reasonably long strands of this wonderful wheat food."

Charles Rossotti sounded the tocsin of the supplier of packaging needs from the angle of economy and custom. "Eating habits are inherited, generally, and changes therein are often difficult or undesired. There is something about proper spaghetti eating that fascinates the inexperienced eater and creates an inherent desire to learn to eat it the approved way. However, the demands of war may compel manufacturers to decrease the length of spaghetti and other long macaroni products as a matter of packaging economy, if not for eating pleasures."

He agreed with Mr. Ravarino that the really heavy eaters of macaroni products prefer long strands—but they could not agree on how long those strands should be to satisfy both the experienced eaters and the thousands that try to imitate the eating perfection of the former.

The discussion waxed warm, as might be expected. The humidity in that room that afternoon registered in the top brackets. The jurors listened with much apparent pleasure and satisfaction to the three-way argument, interpolating a question here and making flippant statements there, some in fun, but mostly in the interest of the consumer.

As might be expected, no definite conclusions were reached after two hours of debate, except the general agreement that the question is worthy of the immediate consideration of all manufacturers whose future will be affected by consumer preferences and eating trends. These three leaders of this particular discussion could not possibly speak for the trade, but they did bring the whole thing out into the open . . . one that the entire industry is asked to discuss.

Is the trend definitely toward the shorter cut macaroni products from the consumers' angle, and how radical is the reported trend?

What is there to be gained by reducing the length of spaghetti, if anything?

How much sense is there to the reasoning that consumption of this food would greatly increase if manufacturers would show some willingness to heed the eating habits of Americans rather than to force upon them eating ways they fear to imitate?

From the economic angle—packaging, cooking and eating—which is the preferable length for spaghetti: the 21-inch strand wanted by the extremist, the 10½-inch length that is now quite popular, or the 7-inch strands that some seem to favor as a compromise?

THE MACARONI JOURNAL would be interested in the general reaction to this discussion by the manufacturers and invite short articles dealing with any of the many phases of the "verbal" controversy.



Use Both a Fork and Spoon in Eating Spaghetti. Spear Just a Few Strands on the Fork and Wind Spaghetti Around Fork. Using Spoon for Base.



If You Wind Carefully, the Spaghetti Will Form a Neat Ball on Fork. With No Loose Ends.



Transfer Ball of Luscious Spaghetti to the Mouth Without Fear. This Method is Simple and Keeps the Chin Dry.



# Proper Cellophane Packaging

"At our recent Convention there was a discussion on the floor concerning difficulties encountered last winter with cellophane packages. A resolution was passed and forwarded to the manufacturers of cellophane asking them to provide a film to macaroni manufacturers for year 'round use. Du Pont has already indicated to the Association that their Technical Section is working on this problem, but they point out that some of the trouble arose from improper handling by the macaroni manufacturers. They have supplied THE MACARONI JOURNAL with this article in the hope that much of the past difficulty can be prevented this year."

There is no question but that cellulose film of any and all types becomes more susceptible to breakage in winter atmospheres of low humidity and low temperature. This is an inherent characteristic of the material itself.

However, experience has shown that there are a number of things which the manufacturer using cellophane can do which will greatly minimize breakage not only in the winter but at all times.

## 1. Overbuying.

Bearing in mind that rolls, sheets or bags of cellophane bought and delivered in the warmer summer and early fall may not be used to pack products until late fall and winter, it follows that such buying should be kept within the logical range of usage.

It is not wise to purchase a huge supply of material in July, for example, however low the price, when packing may not be finished or take place until January.

Generally speaking, we prefer to see low inventories of cellophane, suffi-

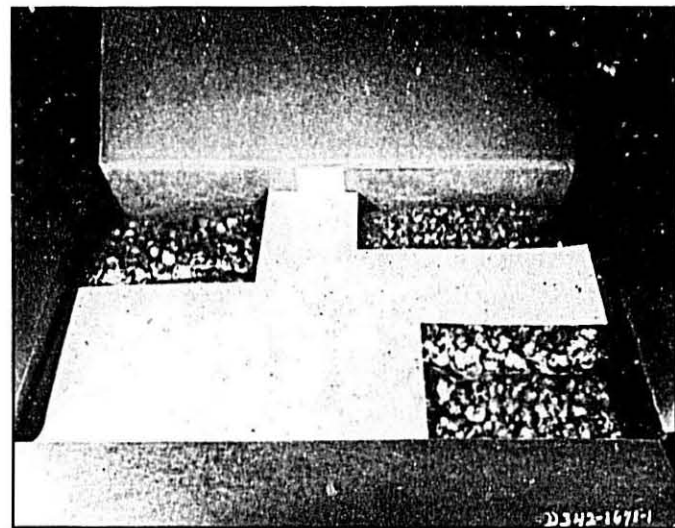


Fig. 1. Shipment showing contents which have settled a full inch. No dividers or separators to prevent chafing so that breakage was inevitable.

cient for taking care of from 4 to 6 weeks' needs.

## 2. Proper Gauge Cellophane

In the past, the heavier No. 450 gauge film was used with rather satisfactory results in minimizing winter breakage. However, recently, industry competitive practices have established a trend to the thinnest gauge, lowest cost film made, No. 300.

Due to the nature of macaroni products, experience has indicated it best to use No. 450 gauge film except on very small and light packages.

A good deal of breakage can be eliminated by following this recommendation alone.

## 3. Proper Storage

Most manufacturers are familiar with the fact that cellophane should be kept in a dry, clean place with temperature ranging from 60°-70°, relative humidity around 35°.

Stock should never be stored in an unheated warehouse nor in a damp (Continued on Page H)

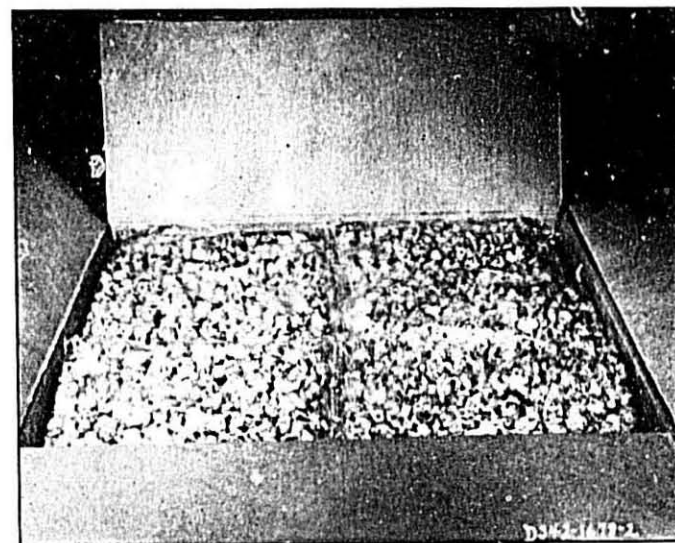
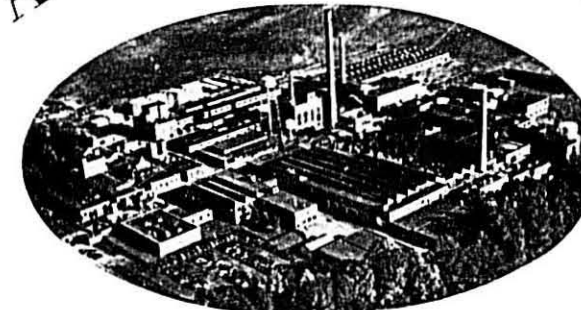


Fig. 2. Same product but with carton depth reduced. Bags packed same as in No. 1 except layers were separated by horizontal sheets of Kraft paper and bags were settled. Corrugated board saving of 3 1/2 per cent was found possible.

# SYLVANIA\* CELLOPHANE



PLANT—FREDERICKSBURG, VA.

## for Conservation

You can not afford to overlook SYLVANIA cellophane in the development of new "War-Time" packages.

Take advantage of one or more of its superior qualities: Transparency—Moistureproofness—Greaseproofness—Strength—Cleanliness—Economy—Sales Appeal.

SYLVANIA cellophane—by itself, and in combination with other materials—is doing a real job relieving the shortage of other more critical materials.

We have developed types of SYLVANIA cellophane to meet many new demands. We are working harder than ever before to assist the Government and our clients in effecting a proper packaging job and at the same time conserve materials essential to war-time restrictions.

We are at your service. Our Technical Service Division will be glad to help you on new packaging developments to conserve, to economize, yet continue to improve... with SYLVANIA cellophane.

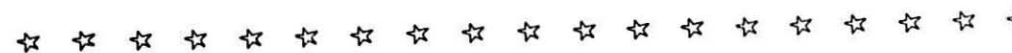
**SYLVANIA INDUSTRIAL CORPORATION**  
General Sales Offices: 122 E. 42nd Street, N. Y. Works: Fredericksburg, Va.

Branches or Representatives:  
ATLANTA, GA. . . 78 Marietta Street  
BOSTON, MASS. . . 201 Devonshire St.  
CHICAGO, ILL. . . 111 N. Canal Street  
DALLAS, TEX. . . 809 Sante Fe Building  
PHILA., PA. . . 260 South Broad Street



Pacific Coast:  
Blake, Moffit & Towne  
Offices & Warehouses in Principal Cities  
Canada:  
Victoria Paper & Twine Co., Ltd.  
Toronto, Montreal, Halifax

\*SYLVANIA IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION





(Continued from Page 12)

cellar. Care should be taken to see that oldest stock is always used first.

#### 4. Packing and Shipping

Improper packing in shipping cases is probably the greatest single cause of breakage.

If the bags and packages do not fit snugly into the carton they will settle and chafe, resulting in breakage (see photographs). It is seldom wise to try to use one size shipping carton for several size packages. Each size should have its own carton, and where the package is a large size, dividers will frequently be needed.

Another important point is to be sure the weight of the board is correct for the particular unit. Too light a board will not give proper protection.

These are some trouble points to look for in the packaging set-up. Other minor points which can sometimes become serious include careless handling by operators on filling machines, and rough handling in the packing and shipping room.

Generally speaking, field representatives of both Converters and of Du Pont are well qualified to review the packing set-up. It is important to take advantage of this service to make sure everything possible is being done to prevent breakage.

If this procedure outlined above is followed and a cellophane representative is given an opportunity to look the situation over before the fact, a big step will have been taken toward solving this problem of breakage.

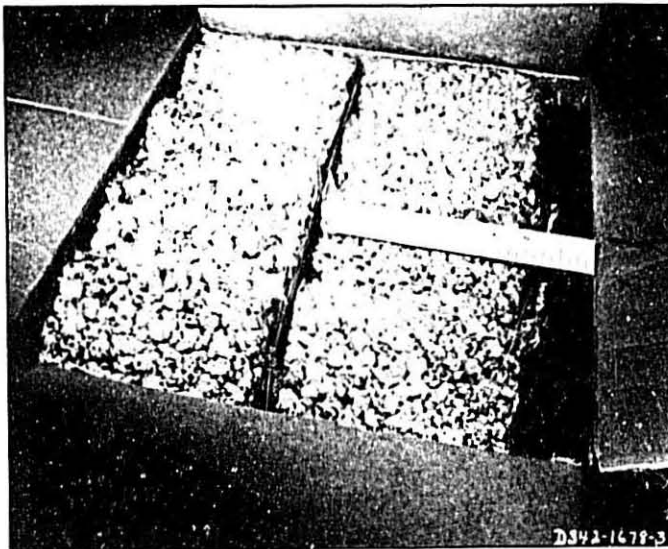


Fig. 3. This is the same shipment as shown in the other photos but with more refinements made. Since the bags in No. 1 and No. 2 were slightly slack filled, a reduction of 1 1/4 inch was made, saving 15 per cent in cellophane. By turning the bags 90 in the carton a reduction of 13 1/2 per cent in corrugated board was made possible, as shown. This involved packing 4 bags per row, 2 rows per layer and 3 layers deep. A vertical cardboard divider was used to separate rows, thus preventing chafing at the middle. Horizontal paper dividers were placed between layers.

### Important Ruling on Working Hours

Time Spent Driving Automobile on Employer's Business Must Be Counted as Time Worked Under Wage-Hour Law

The time spent by an outside employe driving an automobile on business of his employer must be considered as time worked under the Fair Labor Standards Act, according to an opinion by the Wage and Hour Division, U. S. Department of Labor. The Division's statement of its position was specifically directed to the case of an insurance company with outside employes engaged in the insurance business, but it was pointed out that the principle involved would apply equally to other outside employes.

"Since an employe who drives an automobile is required to expend continuous effort and energy and has no opportunity to relax, sleep, eat or otherwise pursue his own interests, it is the opinion of the Wage and Hour Division," the statement said, "that all the time which an employe spends in driving an automobile on the business of his employer is time worked under the Fair Labor Standards Act. If, however, an employe works regularly at a fixed place of employment, the time he spends driving to and from work is not ordinarily to be considered time spent on the business of his employer and need not be treated as hours worked."

"Every dime and dollar not vitally needed for absolute necessities should go into WAR BONDS and STAMPS to add to the striking power of our armed forces."  
—President Roosevelt



## IN WAR BONDS

\*\*\*\*\*

### New Goal for Payroll Savings Plan!

Along with increased war production goals go increased costs — extra billions which must be raised, and raised fast, to win this war. That means we must raise our sights all along the line, with every firm offering every American with a regular income the chance to buy more War Bonds. YOUR help is asked in encouraging employees to put at least 10 percent of their pay into War Bonds every payday, through the Payroll Savings Plan. For details of the Plan, approved by organized labor, write, wire, or phone Treasury Department, Section T, 709 12th St. N. W., Washington, D. C.



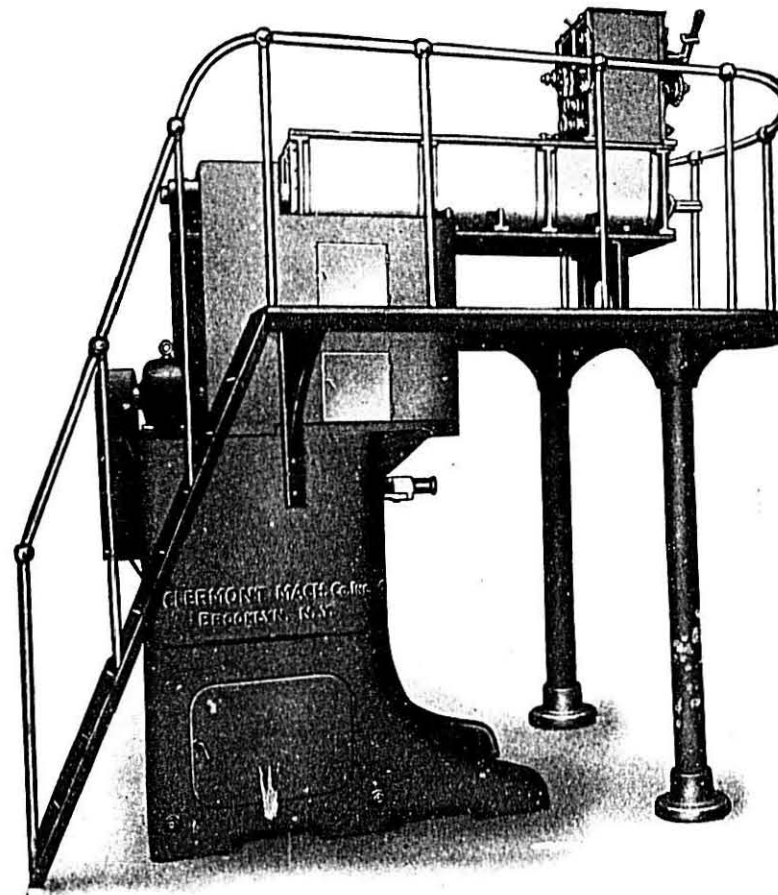
U.S. WAR SAVINGS BONDS

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MACARONI JOURNAL

## FOR THE MACARONI OF TOMORROW

### Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press  
Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

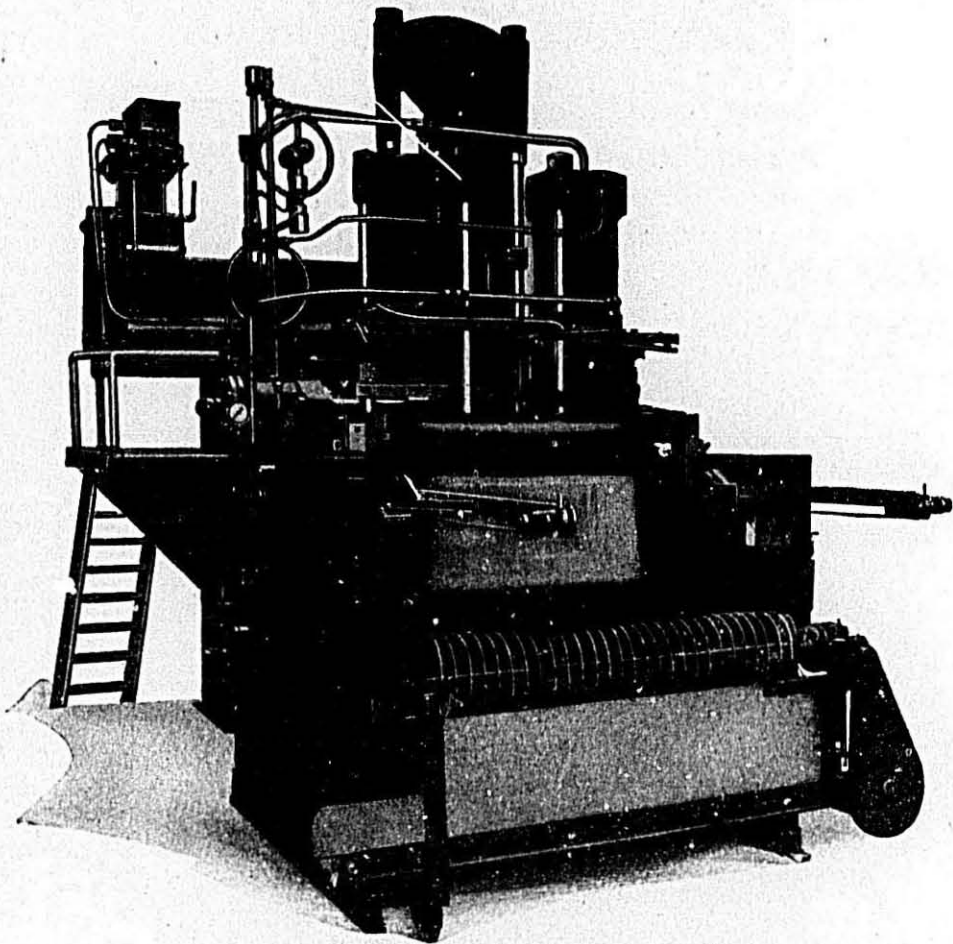
Producing 1200 pounds per hour of excellent product golden yellow in color glossy smooth finish strong in texture free from spots and streaks.

For Details Write to

**CLERMONT MACHINE COMPANY, INC.**  
268 Wallabout Street  
Brooklyn, New York



## Consolidated Macaroni Machine Corp.



### THE ULTIMATE PRESS

*From Bins to Sticks Without Handling*

The only continuous Press that is fully Automatic in all its operations.

From the time the raw material is fed into the receiving compartment until it is spread on the sticks, no handling or attention is necessary as all operations are continuous and automatic.

Not an experiment, but a reality. Produces all forms of paste with equal facility. The paste produced is superior in quality and appearance.

Manufacturing costs greatly reduced.

Sanitary, hygienic. Product untouched by human hands.

Production from 900 to 1,000 pounds net per hour. Trimmings reduced to a minimum. Due to method of extrusion as pressure is equal over whole face of die.

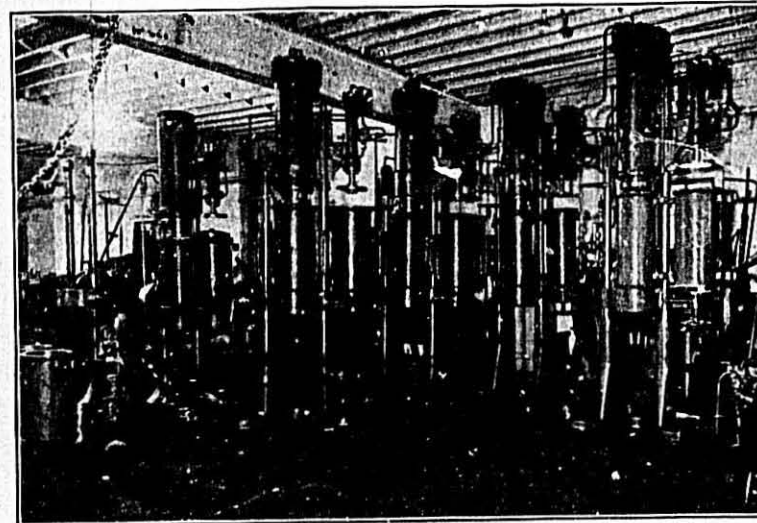
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



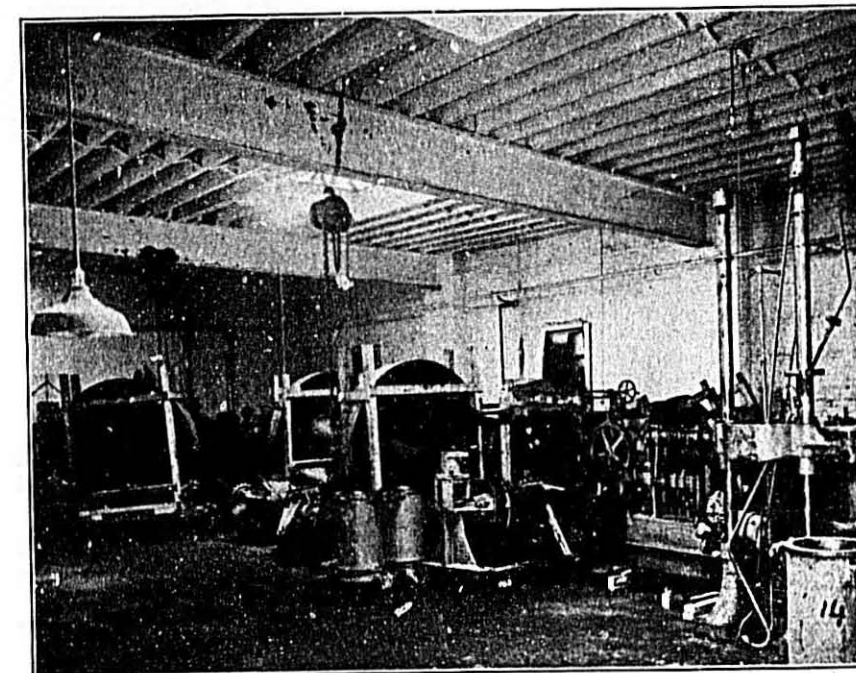
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

### REBUILT

*Presses, Kneaders and Mixers*

Photograph of Mixers Kneaders Presses being rebuilt in our plant.

All rebuilt machines carry full guarantee as our new machines.



*Write for particulars*

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street



## Report of the Director of Research for the Month of August, 1942

By Benjamin R. Jacobs

Immediately after our Convention, the Laboratory of the Association sent out a circular letter to the members of the Association requesting them to forward samples of macaroni and noodle products to the Laboratory for examination.

It developed at the Convention that certain manufacturers were selling macaroni and noodle products at ridiculously low prices and that the Laboratory should examine these products to determine whether or not they conformed to the Standards or were in any way adulterated or misbranded.

The Laboratory had been engaged since March in the examination of a number of samples submitted and had found a certain amount of adulteration and misbranding of these products.

The response to the request for samples was immediate and numerous products have been examined to date, many of which have been found to conform in all respects to the Standards for egg noodles but some of which have been found to be considerably below the Standard in egg content and to be artificially colored.

The examinations made of products from several plants and of private brands indicate that they are for the most part manufactured by one plant, since they all contain approximately the same amount of egg solids, which in this particular case appears to be in the neighborhood of 1 per cent, and they all contain the same added artificial color and they all use practically the same grade of flour.

A check on these private brands shows that they are all registered by the same manufacturer and, therefore, it is fair to assume that the products were all made in one plant.

The information obtained has been submitted to the Office of Price Administration for an investigation into the price structure of this manufacturer as it related to the ceiling price established in March. It is fair to assume that this manufacturer as well as the distributors of these products, will not be able to raise their prices on these brands if it can be shown that because of reduced quality they were able to have a low ceiling price in March. It is therefore obvious that if prosecutions result in these cases, and the manufacturer discontinues the use of added artificial color and is required to use 5.5 per cent or more of egg solids, he will not be able to sell his product at the low price ceiling established in March, and this may also apply to the distributors of the private brands involved.

The results of these examinations have also been submitted to the Food and Drugs Administration in Washington for action by them, as well as to the Food Authorities of three States where the products were purchased.

### Resigns Directorship on Joining U. S. Army

Thomas A. Cuneo, President of Mid-South Macaroni Co., Memphis, Tenn., Enters Active Service As a Colonel

Within two months after being re-elected to his second term as Director of the National Macaroni Manufacturers Association, Thomas A. Cuneo, chief executive of Mid-South Macaroni Company and of Robilio & Cuneo, Memphis, Tenn., offered his services to his country, was accepted, and he is now Colonel Thomas A. Cuneo, A.A.F.R.T.C.—U. S. Army, presently located at St. Petersburg, Florida.

Colonel Cuneo is a veteran of the Mexican incident of the Villa flare-up and of the first World War that followed. An experienced officer, his services will be invaluable in training and leading troops that will be under his command.

He was first elected to the Board of Directors of the National Association at the Pittsburgh convention June, 1941, as a Director-At-Large and was re-elected at the Chicago conference in June this year. His many friends in the trade feel that they have lost a keen but fair competitor and that Uncle Sam has won a valiant fighter. All predict for him a most successful career during his second term in the army and wish him all the luck in the world and a happy return home.

Thomas A. Cuneo first entered the military service of the United States in 1911 as a member of the First Tennessee Infantry Regiment and was with this unit during the Mexican Border incident in 1916 and 1917. He was honorably discharged but his love for army life made him volunteer for further service in the same regiment on April 7, 1917. The next day war was declared against Germany.

He remained with the First Tennessee Infantry for some time, then joined the 115th Field Artillery. When the 117th Tennessee Infantry was ordered overseas, he transferred to that unit which was part of the Thirtieth Division, serving with it in England, France and Belgium. Later he went on a mission to Italy. After the war he returned to the United States, August, 1919, having seen plenty of service and being honorably discharged.

Manufacturers are requested to continue sending samples of all macaroni and noodle products on the market which for any reason whatever they believe do not conform to the Standards or are in any way adulterated or misbranded. Samples as usual should be submitted in original unbroken containers and should be accompanied by the sale slip showing the place and date of purchase and the price paid. All such samples should be sent to the Laboratory of the Association at 156 Chambers Street, New York City.



Thomas A. Cuneo

His first work after returning from army life was in Minneapolis until August 1, 1920, when he went to Memphis, Tennessee to become a partner of J. S. Robilio, food importer.

From food importing to manufacturing was but a short step. In 1929 he and his partner opened the first macaroni factory in Tennessee, and in 1931 added an egg noodle department. The firm Robilio & Cuneo own and operate Romeo Foods and the Mid-South Macaroni Company.

Colonel Cuneo is a successful business man and one of the outstanding macaroni manufacturers in the Southland. He is well known to the trade, and he was always popular at conventions, where he took a prominent part in the business sessions and the social affairs that followed.

Having been enrolled in a retired officers' corp, on August 1, 1942, he was ordered to report for active duty with the U. S. Army at Greensboro, North Carolina, and was assigned to active duty at the Army Air Force Replacement Training Center at St. Petersburg, Florida, and as he says—"So I am a Colonel in the air corp on duty in Florida."

### Capital's Final 1942 Durum Crop Bulletin

At the time it discontinued its regular crop bulletin this summer, Capital Flour Mills of Minneapolis tried to leave the impression that crop development up to that time was excellent. An unusually luxurious growth had developed over much of the durum producing region and prospects for an abundant crop were very good, although the crop was much later than usual and would be exposed to the uncertainties of the elements till a much later date than in a normal year.

At the present time it appears that the total bushels of Durum produced this year will be considerably more than the government estimate for July 10 of 32,521,000 bushels, which figure was passed on to the macaroni industry in the crop bulletin of July 10. It is very possible that the final total may exceed 40 million bushels of durum wheat. However, the general quality of this year's crop has suffered a severe blow. Considerable rainfall throughout August combined with unusually heavy dew when it did not rain promoted the development of blight and fungus damage to such a degree that a serious amount of these conditions of damage are already present in the new crop.

During the past ten days the weather has been unfavorable for harvesting and threshing over western Minnesota and North Dakota with rainfall ranging from two and one-half to five and one-half inches over much of that region, according to this crop observant. Rainfall was general over the whole territory over the last week-end of August. The weather the first few days in September has been favorable and no doubt has done much to overcome the setback caused by the recent rains. Clear, dry weather is a "must" requirement from now on if the bulk of the durum crop is to escape further damage due to unbearably high moisture.

This should not be unduly alarming, for it is still possible that a sufficient amount of good quality durum may be obtained from this crop; but this is the situation as we see it today and we pass it along in hopes it will be of interest to the whole industry.

### Solid Fibre Containers For Overseas Shipment

Douglas Kirk, Chief of the Containers Branch of the War Production Board explained today that instructions concerning overseas packing issued Aug. 14, 1942, to Quartermaster Depots will enable suppliers of foods to use weatherproof solid-fibre containers with metal strapping wherever these containers are now permitted by Army Specifications.

Weatherproof solid-fibre containers

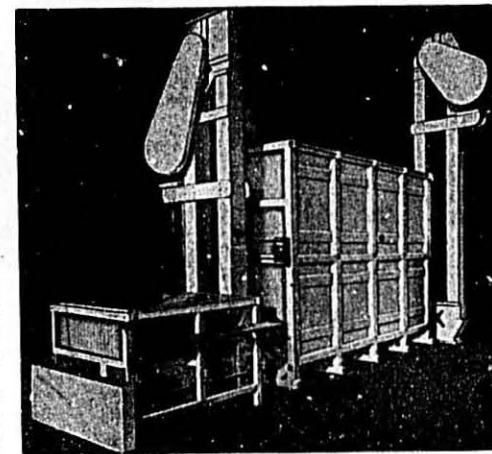
of .100 thickness may also be used for overpacking export shipments of food items received at Quartermaster Depots in corrugated or domestic solid-fibre boxes.

### Old in the East, But a Novelty Here

The U. S. Department of Agriculture has turned the research spotlight on new and tasty ways to include soybean products in everyday meals. The Bureau of Home Eco-

nomics explains that the basic idea is to increase the protein content of low-cost diets, and also to supply high-quality protein when animal protein foods are not available. Results of this research are turned over for use by the Agricultural Marketing Administration—the agency that does the buying for Lend-Lease shipments, and for school lunches and emergency distribution.

It should be remembered, the home economists point out, that the use of soybeans for food by human beings is by no means new.



THESE MACHINES  
ARE AVAILABLE  
ON PREFERENCE  
RATINGS OF A-9  
OR BETTER

REPAIRS —  
A-10, P100

GOVERNMENT  
REGULATION

## CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

In these wartimes the Government and the armed forces have first call upon our manufacturing facilities. As far as possible under the necessary regulations we are serving our many customers in the macaroni and noodle industries.

### MAINTENANCE — REPAIR

To date we have never failed in prompt service to our customers on parts necessary to keep your Champion equipment operating efficiently and we will see that we protect you in this way.

## CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Mrs. of Mixers — Brakes — Flour Outfits — Weighing Hoppers  
and Water Meters



## America Excels in Europe's Rarest Cheeses

Spaghetti and cheese are almost synonymous terms. Spaghetti, a wheat food in its best form, and cheese, a milk product, when combined as is usually the custom, result in one of the most nourishing of the common foods—economical, tasty, nutritious and wasteful.

Next to their own products, macaroni-noodle makers are interested in cheese; then in tomatoes and other vegetables, meats, etc. Consumers who have likings for particular types of cheese that they prefer for seasoning their macaroni-spaghetti-egg noodle dishes were considerably worried several years ago about the availability of their favorite kinds. The American cheese makers have found a cure for such worries—not by merely imitating but really surpassing the famous European cheeses in every comparable way. So, macaroni-noodle makers will be interested in the following account of the successful development of American cheese-making as penned by Eleanor White, staff writer of the *Chicago Tribune*:

European cheeses such as Provoloni and Gorgonzola are now made in our own midwest, and they're better than the ones we imported before the war. You'd believe that if you'd gone on a "cheese tour" as I did last week-end.

The trip into Wisconsin and visits to many plants where foreign cheeses are made was arranged by a pioneer maker of Italian cheeses, A. Castiglioni, vice president of the Stella Cheese Company, 20 North Jefferson Street. In three days I learned a lot about Parmesan, Reggiano, Provoloni, Romano, Gorgonzola, Incanestrato, Caciocavallo, Siciliano, Scamorze, Manteca, and Ricotta, and saw thousands of pounds being made, ripened, and stored in great warehouses. I did my share of sampling, too!

### Shape Names It

If you seek Provoloni you may find it under various names; it's named according to its shape. Provolone is pear shaped, and Provolone Salame is so named because it has a long cylindrical "salami" form. Provolette is shaped like a ball. They all have the same piquant, hard wood smoked flavor, though, and they're all held by a coarse net of small rope. (I saw a specially constructed room full of Provoloni suspended from the ceiling, getting their hickory wood smoke treatment.)

You can buy it in the whole loaves and keep it suspended by its rope, or you may buy it in chunks or slices. Provoloni ranges in size from the 1½ pound small round loaves to the 500 and 1,000 pound giant Salame. Most

Provolone Salame, however, comes in 10 pound loaves.

### Native to Parma

Though it originated in the Italian city of Parma, the cheese we know as Parmesan is now being produced in quantities in Cumberland, Wis., and in Mass and Baltic, Mich. Cured for two years in air conditioned warehouses, it becomes an extremely hard cheese. Usually grated it is a popular seasoning for soups, spaghetti, and macaroni.

Similar in taste, texture, and aroma, but molded in loaves that are twice as heavy, is the Reggiano (pronounced ra-jinéo). Both Parmesan and Reggiano loaves are painted brown over the paraffin. That's the old world way to distinguish them from the Romano which has a black outside covering.

### Expert Likes Romano

According to an Italian friend, Romano is the "real McCoy" when it comes to spaghetti cheeses. Originating near Rome, it, too, is now a local product. Salted by hand and cured just half as long as Parmesan, it is not quite so hard, has a sharper flavor, and can be used grated or as a table cheese.

Even the famous Gorgonzola, the compact creamy loaf, marbled with streaks of green, finest of Italian soft cheeses, is coming out of Wisconsin. Conditions necessary for the development of this cheese have had to be artificially created.

Incanestrato, "in basket," is another domestic Italian type cheese. It has a basket shaped mold.

### Unusual Combination

Manteca consists of a sweet, unsalted ball of butter surrounded by a cheese curd. In this condition, the butter keeps perfectly all during the cheese curing and for long periods following. A novel way to serve Manteca is to place a crosswise slice on a piece of bread and broil it. The combination of the melted sweet butter in the center and the cheese on the outside is unparalleled.

Ricotta corresponds to the American cottage cheese, except that it is sold in compact loaves. The dry type is cured; the fresh, sold immediately.

After seeing the small cheese displays in our grocery, it is a real experience to walk into a cheese warehouse. The warehouse contains many narrow passages all separated by walls of cheese.

"We baby our cheeses," our host remarked along the way. And cheese makers do just that. All loaves are cleaned and turned weekly during age-

ing to prevent the growth of unwanted bacteria and molds. The soft Gorgonzola and blue cheeses must be turned daily so they will hold their shape.

### Our Problems Briefly Told

It is always interesting to get the outsiders' angle to our problems since it reflects to a great degree the public thinking about our products and our trade. Following the June convention of the macaroni industry, the press of the country made much of the problems considered there, growing out of the voluntary offer of manufacturers to concentrate production of fewer shapes as an economy measure and the peril the manufacturer faces by ceiling prices placed on his finished products while prices on semolina, farina, flour and eggs are not affected by ceilings. Here's a typical newspaper item covering these points:

Spaghetti, it seems, is just like a bathing suit: All's in the shape!

Anyway, how to convince the nation's macaroni and spaghetti eaters that they must get along for the war's duration with less variety in the shapes and sizes of their favorite dish was the major problem considered by the National Macaroni Manufacturer's Assn. at its recent Chicago convention.

While we were in "The Windy City" one of the delegates registered at our hotel (The Congress) gave some idea of the size of the problem. He pointed out that one manufacturer alone makes 170 varieties of macaroni and spaghetti for the Italian-American trade (but only seven for the other consumers). Now, he said, it's difficult if not impossible to obtain packaging materials for innumerable varieties. Also, the molds used in making some of the fancier shapes require priorities on materials that are practically unobtainable.

"All spaghetti and macaroni is made mostly from semolina and farina, which are wheat products and water," our informant said. "To the Italian-American consumer who often eats them twice a day, the size and shape mean much, for size and shape of the product affects his taste for it. Our industry makes its products for the Italian-American trade. Those made for Americans of other national origin are incidental."

Mr. Delegate declared that the industry is being squeezed between price regulations which place ceilings on its finished products, but fail to control price of flour, eggs and other material used in the trade.

As consolation for restrictions on variety, the convention delegates were told: "After all, no matter what shape our products may take to satisfy consumer whims, in their primary form they all are the same materials."

## The Source of Our Supply

The finest Amber Durum grown in the United States is raised in what is known as the "Devils Lake (N. D.) Area." From more than 100 affiliated local elevators in this area comes the Amber Durum which we grind into:

### Pisa Duramber Abo

No. 1 Semolina      Fancy No. 1 Semolina      Patent Flour

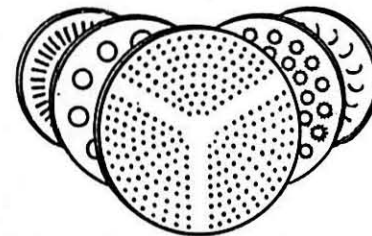
We have first choice on the best of the Amber Durum. That may explain why consumer demand for our products continues to increase.

### Amber Milling Division of FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices:      Mills:  
1923 University Ave., St. Paul, Minn.      Rush City, Minn.

## STAR DIES WHY?

Because the Following Results Are Assured  
SMOOTH PRODUCTS—LESS REPAIRING  
LESS PITTING — LONGER LIFE



THE STAR MACARONI DIES MFG. CO.  
57 Grand Street      New York, N. Y.



## New Opportunities for You!

The present emergency is bringing about new methods of distribution of food products. Macaroni and spaghetti are among the items most vitally affected. Many manufacturers of these products are now selling spaghetti sauce along with their spaghetti. The ones heading the parade have already added cheese to make this combination complete. We are in a position to serve manufacturers of spaghetti and macaroni with quality grated cheese which will help increase acceptance of their product. Here are some of the reasons Stella grated cheese is different from the ordinary product:

1. All Stella grated cheese is produced, cured, grated and packed in our plants. It comes to you from our cheese factories and not from gatherers of odds and ends of low grade cheese.
2. Types are always of a constant standard as to moisture content, flavor and richness.
3. We are in a position to furnish you Parmesan, Romano, or high grade Special Grated Cheese.
4. This grated cheese is all cheese, not mixed with cheese rinds and milk powder, so its flavor and strength are not diluted.
5. Stella grated cheese is made only from fully cured loaves aged 18 months or more; they are low in moisture content. This, coupled with our method of drying, gives you a grated cheese of greater value because you have lower moisture content and get more cheese in your purchase.
6. The injection of milk solids, cheese rinds, and milk powder frequently causes acidity, discoloration, oiliness and grittiness. Stella grated cheese is all cheese—this makes an outstanding product of long keeping qualities.

The grated Parmesan, grated Romano, and grated Special are put up in the following forms:

50 lb. cartons or 100 lb. drums  
5 lb. paper bags—6 bags per carton  
1 lb. shaker top tubs—24 per carton  
1½ oz. shaker top containers—8 dozen per carton

Send for a trial order of these popular cheeses. See them bring out the best qualities of your product and make it even more salable. Sample orders will be filled promptly.

STELLA CHEESE COMPANY  
20 No. Jefferson St.      Chicago, Ill.



## MACARONI — As Meat Substitute

Methods of Determining Protein in Macaroni Products  
Differ—But It's Still a Good Food

What is the protein content of macaroni products? Is it 12.5 per cent as manufacturers contend or is it only 3.7 per cent as some authorities claim?

Well, both claims are practically correct, depending on whether plain or cooked macaroni is taken into consideration in the calculations.

The Secretary of the National Macaroni Manufacturers Association, in an open letter to William H. Wells, Chief, Editorial Branch, Consumer Division of OPA last month, published in the last issue of this JOURNAL, asked why macaroni products were not generally recommended as a suitable substitute for meats in the current meat shortage emergency. In his reply to that letter, Editorial Chief Wells stated that the foods named as meat substitutes are those which are high in protein, and that macaroni products did not classify as high-protein foods. His letter, which throws much light on the subject in question will be found quite interesting by macaroni-noodle manufacturers. It reads:

OFFICE OF PRICE ADMINISTRATION  
Washington, D. C.

August 4, 1942

National Macaroni Manufacturers Association  
Mr. J. Donna, Secretary,  
Braidwood, Ill.  
Gentlemen:

We have your letter of July 29, referring to our press release on meat shortages, advising housewives to use certain meat substitutes to relieve the shortage. You suggest that we should have included macaroni on this list.

The foods which are named as meat substitutes are those which are high in protein, while the food energy of macaroni is derived largely from carbohydrates.

In this connection, you may be interested in the following information taken from "Proximate Composition of American Food Materials," published by the United States Department of Agriculture:

Plain cooked macaroni contains food materials in the following proportions:

	Per Cent
Water	75
Carbohydrates	19.4
Protein	3.7
Other	1.9

We are enclosing for your information, our press release of July 21, on cheese, in which you will notice that one of the lowest cost meals recommended to the housewife is a macaroni-cheese dish. According to government food experts it is in food combinations of this kind in which some other foods provide the protein, that macaroni can be best used as a meat substitute.

Thank you for your interest and for the information you sent us concerning your products.

Very truly yours,  
WILLIAM H. WELLS,  
Chief, Editorial Branch  
Consumer Division

The opinion of Benjamin R. Jacobs, Director of Research of the National Macaroni Manufacturers Association was asked. Based on his experience of more than a score of years, Jacobs pointed out that the difference in the two claims resulted in the use of two different products in the calculations—plain, uncooked macaroni and cooked macaroni. The great amount of water absorbed by macaroni products in cooking accounted for the widely varying figures. Jacobs' letter reads:

NATIONAL MACARONI MANUFACTURERS ASSOCIATION  
Office of Benjamin R. Jacobs, Director of Research  
2026 "Eye" St. N. W., Washington, D. C.

Mr. M. J. Donna, Secretary-Treasurer  
National Macaroni Manufacturers Association  
Braidwood, Ill.

August 12, 1942

Dear Mr. Donna:  
This will acknowledge receipt of your letter of August 7 regarding composition of macaroni.

The composition of macaroni, as purchased, is about four times that of macaroni after cooking as it absorbs three to four times its weight of water. A macaroni containing 12 per cent protein would, therefore, contain about 3.5 per cent protein after cooking, because of the large amount of water absorbed.

The statement of Mr. Wells of OPA, therefore, is correct. However, the consumer does not buy cooked macaroni, so the comparison is not a fair one. It is true that macaroni is not a substitute for meat, except when it is cooked with cheese, meatballs and other high protein foods. It is, however, a base around which many other nutritious foods can be built.

I hope this is the information you desire.

Sincerely yours,  
B. R. "JAKE" JACOBS  
Director of Research, N.M.M.A.

After all, carbohydrates are also important food essentials and since macaroni products are a bland food that blend almost naturally and most tastily with almost every kind of food—meat, fish, eggs and vegetables, there is every reason to feel that the nation's health would be improved and greater economy result if more of this fine grain food were eaten more frequently by a greater percentage of our people—fighters and civilians.

The Consumer Section recognizes the food value of macaroni, spaghetti and egg noodles in many combinations and in the release referred to in Mr. Wells' letter, a tempting and inexpensive Macaroni Cheese Loaf is recommended for general consumption. The recipe reads:

### Macaroni-Cheese Loaf

1 pkg. macaroni broken into small pieces  
1 cup soft bread crumbs  
3 eggs slightly beaten  
1 cup milk  
1 heaping tbsp. finely chopped parsley  
4 tbsp. butter or other fat  
1 cup finely grated cheese  
1 tsp. salt; ½ tsp. pepper  
1 tsp. finely chopped onion

Cook macaroni until tender in boiling salted water. Drain. Mix all ingredients together and form in bread pan. Set in pan of hot water and bake 1½ hours in a moderate oven. Turn out onto a hot platter, and cover with cheese sauce.

### Macaroni Products Properly in Dehydrated Food Class

Properly manufactured macaroni products are dried to a degree almost equal to dehydrated foods. They rarely exceed 12½ per cent moisture and are often found to contain as low as 10 per cent moisture in the drier parts of the country where moisture absorption is small.

Dehydrated grated cheese is also available for flavoring and enriching dishes of macaroni, spaghetti and egg noodles. Millions of "spaghetti dinners" and "macaroni dinners" are sold annually, consisting of eight ounces or less of dry spaghetti and macaroni and a sufficient quantity of dried, dehydrated grated cheese—combining these two essentials in one package.

Now, like Lochinvar out of the West, comes a dehydrated sauce, completing the essentials—the basic requirements of dishes of this food such as the epicures relish.

The French-Kitchen Foods Corporation of Chatsworth, California, makes possible the complete spaghetti or macaroni dinners by making available Dehydrated Tomato Sauce according to President B. H. Karmen. This firm goes even further in its service to macaroni-noodle manufacturers who specialize in packaging and marketing complete dinners. It combines grated cheese with tomato in two styles, Italian or American, to please all consumers. This combined dehydrated tomato and cheese sauce is packed in heat-sealed bags for easy insertion in the spaghetti or macaroni package for housewife convenience.

There is also available a mushroom and tomato sauce for those who prefer the former flavoring. This new product will be a boon to housewives who either do not know how or do not care to prepare the more or less elaborate flavory sauces that so many relish.

Thus are macaroni products brought even more prominently into the dehydrated food class, such as the Government is encouraging for feeding the armed forces.

A DEPENDABLE AND RELIABLE DRYING SYSTEM

*Pays Big Dividends*

## BAROZZI DRYERS

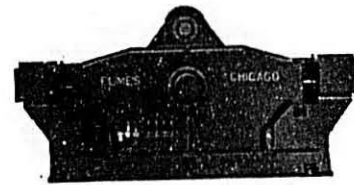
Have proven their worth through the years  
in nearly all the important Macaroni-Noodle  
Plants in the U.S.A. and in Foreign Countries

*Write for details and prices to*

**BAROZZI DRYING MACHINE COMPANY**  
21-31 BENNETT STREET • JERSEY CITY, N. J.

### New Hydraulic Pump

The illustration below shows a 6-Plunger, fully enclosed, Horizontal, Hydraulic Pump—an addition to a broad line manufactured by the Charles F. Elmes Engineering Works.



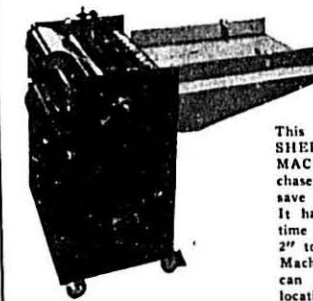
The Pump is modern in appearance and embodies the latest principles of design and construction. All moving parts are pressure lubricated and the Connecting Rods run in a continuous bath of oil. Roller Bearings are used throughout.

Maximum capacity of the Pump is 400 Horsepower. Herringbone Gears, running in a continuous bath of Oil, are used for driving the Pump, insuring long Gear Life. The compact arrangement of the Pump is a space saver, and it is particularly adaptable for Accumulator systems.

The Pump can be equipped with built-in Bypass Valves or Safety Valves, as may be desired. Complete data covering the features of this Pump will be gladly furnished by the Charles F. Elmes Engineering Works, 213 N. Morgan Street, Chicago, Illinois.

### ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost. It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

For printed cellophane this machine is equipped with an Electric Eye for spot registration. It will pay you to investigate this economical machine. Complete information will be promptly sent to you.

**PETERS MACHINERY CO.**  
4700 Ravenswood Ave. Chicago, Ill.



### Egg Production Nine Times Greater

Commercial egg breaking plants in July produced 48,248,000 pounds of liquid egg—25 per cent more than the output in July 1941. Of this total production 17,755,000 pounds were frozen, 1,544,000 pounds were used for immediate consumption, and the remaining amount 28,949,000 pounds was transferred to drying. In July, 1941, 26,555,000 pounds were frozen and 1,851,000 used for immediate consumption. Commercial egg breaking plants and strictly egg drying plants produced 22,418,022 pounds of dried egg in July compared with 3,298,791 pounds in July last year. Whole dried eggs for lease-lend purposes continues to be the important type of dried egg produced. Production was about nine times larger this July than last. Dried albumen production was 42 per cent less and dried yolk 60 per cent less than similar production in July 1941.

Storage holdings of frozen eggs on August 1 totaled 290,505,000 pounds, the largest of record. Holding of shell eggs totaled 7,734,000 cases compared with 6,641,000 cases on August 1, 1941, and the August 1 (1937-41) average of 7,316,000 cases. Reports from egg driers which are not entirely complete, indicate that total egg stocks include 2,890,000 cases of shell and 111,670,000 pounds of frozen eggs ear-marked for future drying against commitments of dried egg contracts for delivery to the F.S.C.C. To supply the needs for drying plants during the remainder of the year, as much as 200 million pounds of liquid egg may be obtained from frozen and shell eggs now in storage.

The Agricultural Marketing Administration accepted offers on 13,800,925 pounds of dried eggs in July. Offers accepted August 1 to August 19 to-

taled 5,063,155 pounds. Since the first of the year, the Government has accepted offers on 180,616,770 pounds of dried egg.

#### Dried Egg Plants Work Three Shifts

A 30-day ration of dried whole eggs for more than 2 million English men, women, and children rolls off the production lines every three 8-hour shifts in two large American packaging plants. Since dried eggs are rationed in England at the rate of one package a month for each family of three, this means that nearly 700,000 packages are being prepared each 24 hours in these two American plants.

At present, 10 packaging plants are operating in the United States, and although only two have capacity to package the product fast enough to turn out 700,000 packages or four carloads daily, combined production in all plants is sufficient to more than supply the 17 to 20 million packages a month required by the Agricultural Marketing Administration for shipment to England under Lend-Lease.

The packages are light-proof and moisture-proof, assuring that the contents can be kept for any reasonable time in any reasonable temperature. In England, the dried whole eggs supplement the ration of shell eggs. The summer ration of shell eggs is four per person per month, but in winter the ration is reduced to only one shell egg a month.

Liquid Egg Production, July 1941-42

Commodity	July 1941	July 1942	Per cent change in 1942
	Thous. pounds		
Whole eggs	22,425	41,397	+85
Mixed eggs (emulsions, also with sugar, salt, etc.)	5,983	1,544	-74
Egg whites (all descriptions)	5,558	2,654	-52
Egg yolks	3,165	917	-71
	Without salt, sugar, etc.	656	627
With salt	811	579	-29
packed All yolk emulsions, including glycerine	....	530	....
Total	38,598	48,248	+25

Dried Egg Production, July 1941-42

Commodity	July 1941	July 1942	Per cent Change in 1942
	Pounds		
Whole	2,313,583	21,969,365	+850
Albumen	300,507	173,391	-42
Yolks	684,701	275,266	-60
TOTAL	3,298,791	22,418,022	+580

#### HOLDING FIRST PLACE

MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies.

It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

### F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

## CAPITAL'S AA-1 SEMOLINA HAS EARNED ITS REPUTATION. WE INTEND TO MAINTAIN IT



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis Mills: St. Paul

#### Mission Macaroni Celebrates 10th Anniversary

Commemorating the tenth anniversary of its origin, the Mission Macaroni Company feted its employees and friends with a Dancing Party last Saturday evening, August 1, at the Beacon Hill Club House.

The hall was beautifully decorated in summer flowers, many of which were sent with congratulatory messages from well-wishers. Centering the buffet table was a large Anniversary Cake in book form. The table was decorated in red and white gladioli, and blue-hydrangea in the form of a "V."

During the dance intermission, Mr. Walter Mitchell, one of the oldest employees of the firm in the line of service, presented a gold signet ring to Mr. Merlino, and a silk lounging robe to Mr. Pesce, the two organizers of the Mission Macaroni Company, as gifts from the employees. After the presentation of gifts, a luncheon was served. Mrs. Guido P. Merlino, Mrs. John Madonna, Mrs. Joseph Merlino, and Miss Josephine Pesce presided at the dining table.

Josephine Pesce and Joseph Forte had charge of the arrangements.

Mission Macaroni Company was founded in 1932, with Mr. Michele Pesce as president, and Mr. Guido Merlino as Secretary-Treasurer and with four employees, at 1727 First Ave.



South. Two years later the plant had outgrown the space they occupied and leased additional floor space in an adjoining building. By 1940 this space was also found to be inadequate and they moved to a new plant at 1102 Eighth Avenue South.

In 1940, illness caused Mr. Pesce to resign his office as President, and Mr. Merlino was elected president. The other officers at present are Mr. Pesce,

Mr. John Madonna, Mr. Joseph Merlino and Mr. John Lucurell. Mr. Merlino was also elected as one of the directors of the National Macaroni Manufacturer's Association, at that organization's National Convention at Chicago in June.

From the original four employees, who are still with the firm, Mission Macaroni Company now has increased its payroll to seventy-five.



## Molly Pitcher Day — September 17

A fifteen minute broadcast over radio stations of the National Broadcasting Company will be the climaxing event in the huge nation-wide observance of "Molly Pitcher Day" on September 17.

Mrs. Henry Morgenthau, wife of the Secretary of the Treasury, will speak from Washington, D. C., on the coast-to-coast broadcast which will highlight a day of parades and meetings in the cities where 1,000,000 homemakers costumed as Molly Pitchers in 50,000 independent grocery stores are helping in the sale of war stamps and bonds.

J. Frank Grimes, chairman of the War Bond and Stamp Committee of the Independent Food Distributors Council, which is sponsoring the "Molly Pitcher" campaign, also announced that word has been received from Washington that a dramatization of the "Molly Pitcher" drive will be included in the regular radio program of the Treasury Department which is used by 820 stations each week throughout the nation.

This program will be released a week before the September 17 celebration, which commemorates the drawing up of the Constitution of the United States in 1776.

In addition to the talk by Mrs. Morgenthau, the NBC broadcast will also feature a dramatization of the heroic story of Molly Pitcher at the Battle of Monmouth. The Great Lakes choir of 100 sailors will introduce to the

radio audience of the country a new song about Molly Pitcher written especially for the broadcast, the exact time of which will be announced later. Plans are underway to have copies of the song distributed free on September 17 at the Molly Pitcher booths. The purpose of Molly Pitcher Day on September 17 is to honor the modern Molly Pitchers already on the firing line, enroll new volunteers and lend impetus to the purchase of stamps at the booths in the independent food stores.

### MOLLY PITCHER AGAIN ON FIRING LINE



Miss Eunice Kal of Washington, D. C., takes role of Molly Pitcher as J. Frank Grimes of Chicago, chairman of the War Bond and Stamp Committee of the Independent Food Distributors Council, reports at Treasury Dept. War Bond committee meeting that 1,000,000 Molly Pitchers are selling stamps at rate of million dollars per day in 50,000 independent food stores from coast to coast. Molly Pitcher war stamp booths are manned by neighborhood homemakers enlisted by independent grocers "for the duration" with Molly Pitcher Day to be celebrated nationwide on Sept. 17 to honor today's counterparts of famous Revolutionary War heroine.

### Rossotti's Convention Display

It has been customary for so many years that macaroni-noodle manufacturers would be disappointed if the Rossotti Lithographing Company of North Bergen, N. J., did not have one of the outstanding exhibits at the convention of the industry. This year's layout had not only eye appeal but it was one of the most attractive, the most successful ever displayed by this firm.

The illustration does not do full justice to the exhibit, particularly the two darkened rectangles appearing on either side of the main panel. These were of ground glass, which when illuminated, showed a series of realistic, direct-color vignettes of dishes of macaroni products.

An array of packages, any of four colors, some practical, many spectacular in design, did justice to their contents—macaroni, spaghetti, egg noodles, "dinners," soup-mix, grated cheese and sauces.

"No previous display drew so many



favorable comments from manufacturers as did our exhibit in connection with the 39th annual convention of the National Macaroni Manufacturers As-

sociation at the Edgewater Beach Hotel, June 22-23, 1942," says Charles C. Rossotti who supervised the display.

You  
**COMMAND**  
the Best  
When You  
**DEMAND**

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.

COMMANDER MILLING CO.  
Minneapolis, Minnesota



## John J. Cavagnaro

Engineers  
and Machinists

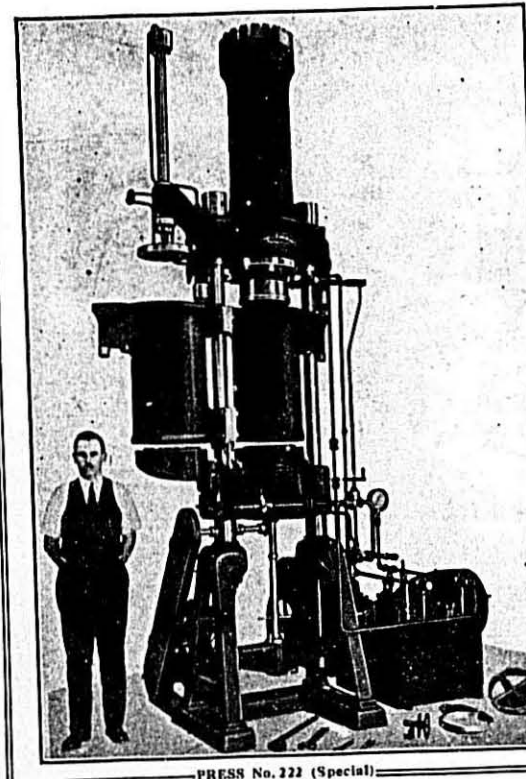
Harrison, N. J. - - U. S. A.

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The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office Founded in 1903 A Publication to Advance the American Macaroni Industry Published Monthly by the National Macaroni Manufacturers Association as its Official Organ Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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C. W. Wolfe, President; Joseph J. Cuneo, Adviser; M. J. Donna, Editor and General Manager

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SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month. THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns. REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising, Rates on Application; Want Ads, 30 Cents Per Line

Vol. XXIV SEPTEMBER, 1942 No. 5



"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one nation indivisible, with liberty and justice for all."

It's "War Conferences" Now

Mid-Year Meeting Awaits Developments

War Conferences are rapidly replacing the usual trade conventions since the latter have been somewhat restricted, if not banned by govern-

ment action aimed at holding travel to a minimum and avoiding unnecessarily large gatherings.

For instance, the board of Governors of the American Bakers' Association recently announced a two-day Baking Industry War Conference to be held in Chicago, October 20-21 at the Sherman Hotel, in lieu of its usual bakers' meeting exhibit and convention.

All such meetings, no matter by what name they are called, are truly war conferences, for what has business to talk about these days but the effects of war on their planning and operation?

Of necessity, attendance will be reduced in line with the suggestion of Director Eastman of the Office of Defense Transportation that only those who are essential to such gatherings attend. In lieu of the usual large conventions, trade associations are inclined to holding more and more regional meetings, necessitating only short trips by tradesmen and long trips confined to executives who cover such meetings as representatives of the sponsoring organization.

There has been no definite decision with reference to the usual Mid-Year meeting of the National Macaroni Manufacturers Association that has been held for years in Chicago in connection with the Cannery convention and Grocery Trade Conferences. The Board of Directors are waiting developments. In the meantime, they are ready to sponsor meetings in sections of the country when the need for them arises.

Nothing Cheap

Supplies of consumer goods shrink. Wages continue to increase. The combined efforts of the Administration and Congress have failed to lower living costs.

American troops are being equipped because of that radio-phonograph Mr. and Mrs. America didn't buy this year. The steel in an average radio-phonograph would make close to a dozen bayonets.

BUSINESS CARDS

CARTONS GIVE US A TRIAL NATIONAL CARTON CO. JOLIET, ILLINOIS

National Cereal Products Laboratories

Benjamin R. Jacobs Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

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Used Machinery and Equipment in Good, Serviceable Shape

- 1—Cevasco, Cavagnaro & Ambrette 10" Horizontal Hydraulic Press With Cutting Attachments. 1—Cevasco, Cavagnaro & Ambrette 13 1/2" Vertical Hydraulic Press. 1—Consolidated Macaroni Machine Corp. 1 1/2 Hbl. Mixer, belt drive. 1—Elmes Kneader, tight and loose pulley. 1—P. M. Walton Kneader, tight and loose pulley. 25—Bronze and Copper Dies, 1 1/2". 25—Bronze and Copper Dies, 10".

Steve Busalacchi

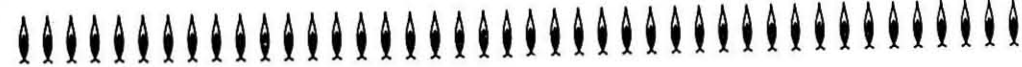
1429 N. Van Buren St. Milwaukee, Wis.

EASTERN SEMOLINA MILLS, INC.

Baldwinsville, N. Y.

Seymour Oppenheimer President

Howard P. Mitchell Vice-Pres. & Sales Manager



FIRE PREVENTION WEEK — OCT. 4-10

STOP FIRE • SAVE LIVES • PROTECT PROPERTY • MAINTAIN PRODUCTION

Macaroni-Noodle Manufacturers who regularly check their fire-prevention plans and apparatus will be interested in the following open letter from the President of our country:

By the President of the United States of America A Proclamation Any loss of human life, any interference with production, any loss of critical materials hinders and impedes our war effort. Uncontrolled fire, even in normal times, is a national menace. It kills or disables thousands of our people and destroys a significant portion of our national productive capacity each year. Today, when every machine is being taxed to its fullest productive capacity, when new hands are working with unfamiliar tools, and when agents of our enemies are seeking to hinder us by every possible means, it is essential that destructive fire be brought under stricter control in order that victory may be achieved at the earliest date. Nothing less than the united vigilance and effort of all the people will suffice to break the grip of this menace. Fire hazards everywhere must be detected at once and eliminated. Loss of life and property from blaze and smoke must be reduced in every State of the Union. Prevention of all uncontrolled fires must be our goal. NOW, THEREFORE, I, FRANKLIN D. ROOSEVELT, President of the United States of America, do hereby designate the week beginning October 4, 1942, as Fire Prevention Week; and I earnestly request the people of the country to give special heed to the importance of taking active measures during that week, and throughout the year, to conserve our human and material resources from the destructive toll of fire; and I direct the Office of Civilian Defense and other appropriate Federal agencies to initiate programs for emphasizing the importance of attaining these objectives. I also desire to enlist the cooperation of State and local governments, of educators and civic groups, and of the press, the radio, and the motion-picture industry, with a view to promoting widespread realization of the dangers of fire and knowledge of the methods of controlling it. IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States of America to be affixed. DONE at the City of Washington this 5th day of August in the year of our Lord nineteen hundred and forty-two, and of the Independence of the United States of America the one hundred and sixty-seventh. By the President: Franklin D. Roosevelt Cordell Hull Secretary of State

FIRE PREVENTION WEEK

is observed every year during that week in which October 9, the anniversary of the Chicago Fire, occurs. But this year the war has given Fire Prevention Week unusual significance.

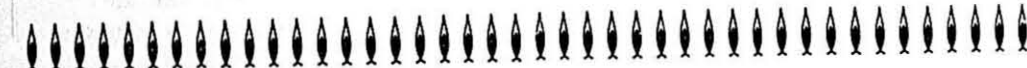
The seriousness of the situation has been recognized by every organization concerned with fire safety, and, for the first time, the sponsors of Fire Prevention Week are joined, this year, by the U. S. Office of Civilian Defense which is charged with civil protection in wartime.

THE PURPOSES OF FIRE PREVENTION WEEK

The elimination of our fire losses cannot be accomplished in a single week, of course. But Fire Prevention Week affords opportunity to impress upon all of us the necessity for keeping our homes and places of employment safe from fire.

One of the objectives of this annual observance is to teach us how to eliminate the cause of fire. Carelessness and negligence are at the bottom of most of its causes, and it is estimated that more than one-fourth of all fires are preventable, with a large share of the rest being partly preventable.

An equally important objective is to teach us how we can defend ourselves against the fires that do start. Experience demonstrates that not all fires can be prevented, even with far greater vigilance than the Nation practices today. Provision of protective equipment is complicated at present by the fact that many of the materials used in the manufacture of fire-fighting equipment are needed by the Army and the Navy. It is essential, therefore, that we take better care than ever before of existing equipment and learn how to use it more effectively. Substitute materials for additional equipment are being sought in our great American laboratories so that we can better arm ourselves against fire. But we must not let the knowledge of that fact relax for a moment our vigilance against fires, our care of the equipment we now have, or our efforts to learn to use that existing equipment at new high levels of efficiency.





<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First-- INDUSTRY — Then-- MANUFACTURER</p>
<p><b>OFFICERS AND DIRECTORS 1942-1943</b></p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Copellville, Pa. H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 G. La Marca, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa &amp; Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p> <p style="text-align: center;">At-Large</p> <p>Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	

Honor Those In Service

The December 1942 Issue of This Publication Will Feature a "ROLL OF HONOR",  
 Listing All Known Macaroni-Noodle Manufacturers and Allied, Their Sons,  
 Daughters and Employees in the Armed Services of Our Country

A Tribute to those who represent the Macaroni Industry in the Armed Services of our Country! All Hail!

Among the millions now serving our country in some military capacity there is a proportionate share of representatives of this industry. They have nobly responded to the nation's call in every branch of service, on every battle front.

They are the average run of fine American soldiers, sailors, marines and flyers—all true patriots, who, while in business and industry, fought for a place in the glorious American sun, and who are now equally determined to keep the American way of life when peace again reigns in this troubled world.

These young and middle aged men are heroes in our estimation—whether or not they perform valorous deeds. They are in there, giving their all for the country they truly love.

Macaroni-Noodle Manufacturers of America, how many of you are now enlisted in the armed services of our country? How many of you have sons under service? Executives of your firm, or employees?

With your help, we will do them proper honor. In our December issue we would like to list all those in the armed service, and ask your help, one and all, in

compiling such a list—one of which the Industry can be justly proud.

Here's information we would like you to send us by November 15, if possible:

1. Name of firm's executive or son of executive, or any employe in our country's armed service, on land, sea or air.
2. His position—whether a soldier, sailor, marine or airman—his title, and company or corps.
3. Present location, if same is not a military secret.
4. A brief statement about his connection with your firm before "joining-up."
5. A photo in his soldier's uniform or in civies, and any data you feel is of general interest.

Let's not be over-modest about this. These fellows are deserving of any honor we can pay them. The Macaroni-Noodle Industry is honored in turn.

Include in this listing any who have died in the service, have been wounded or taken prisoner.

Send all this information to M. J. Donna, Editor, THE MACARONI JOURNAL, Braidwood, Ill., before the middle of November, 1942. Even though names have been sent previously, they may have new connections and it will do no harm to repeat. Please perform this patriotic duty immediately.

Now!

You too can pack a  
**SPAGHETTI DINNER**  
 with **DEHYDRATED SAUCE**



We Specialize in Dehydrated Tomato Sauces  
 . . . . for the Macaroni and Spaghetti Trade

**2 TYPES** { 1—American Style  
 2—Italian Style  
 WITH CHEESE •• MEATLESS

Ready to Serve in **10 Minutes**

- NOTHING TO ADD BUT WATER
- In BULK or in HEAT-SEALED BAGS

These delicious "MUSHROOM AND TOMATO" Sauces are designed for Spaghetti—Macaroni  
 —Meat-Balls—Meat-Loaf—Noodles—Rice—Steak—and Hamburgers.

PRICES AND SAMPLES UPON REQUEST

**FRENCH-KITCHEN FOODS CORPORATION**  
**CHATSWORTH CALIFORNIA**



**BUT MAMA—  
I DON'T WANT STEW!  
I WANT SPAGHETTI!**



**Y**our competition is not merely other brands of macaroni and spaghetti but *other kinds of food*. Your biggest sales opportunity is to make your products so good that people will want to eat them *more often*. One way to do this is to use Pillsbury's Durum Products.

**PILLSBURY'S NO. 1 SEMOLINA • PILLSBURY'S MILANO SEMOLINA NO. 1  
PILLSBURY'S FANCY DURUM PATENT • PILLSBURY'S DURMALENO**

**PILLSBURY FLOUR MILLS COMPANY  
GENERAL OFFICES MINNEAPOLIS, MINNESOTA**